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Fall 9-1-2018

# HTR 107.50: Introduction to Hospitality Management

Matthew Doucette

*University of Montana, Missoula*

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**THE UNIVERSITY OF MONTANA—MISSOULA**  
**MISSOULA COLLEGE**  
**BUSINESS TECHNOLOGY DEPARTMENT**

**COURSE SYLLABUS**

**COURSE NUMBER AND TITLE:** HTR 107—Introduction to Hospitality Management

**DATE REVISED:** Fall 2018

**SEMESTER CREDITS:** 3

**PREREQUISITES:** None

**FACULTY:** Matthew Doucette MS

**E-Mail:** matt.doucette@icloud.com

**Phone:** 978-836-7987

**Office:** On Line

**Office Hours:** Online By appointment

**COURSE DESCRIPTION:** This course provides students with an overview of the businesses in the hospitality industry, including hotel and lodging, restaurant, and travel and tourism. The course also provides the history, present factors, and future trends that will affect the industry, as well as introductory practices in marketing, operations, economics, technology, and customer service.

**STUDENT PERFORMANCE OUTCOMES:**

Occupational Performance Objectives

Upon completion of this course, the student will be able to:

1. Discuss and describe appropriate terminology used in the hospitality industry including food service facilities, hotel and different lodging operations, and travel and tourism.
2. Understand the various roles that a hospitality manager serves.
3. Identify and describe the key supply factors that are important to hospitality organizations.
4. Identify the food service segments and lodging operations that currently are growing or declining, and explain the reasons for these trends.
5. Understand the primary tools used to measure financial results in food service operations.
6. Explain the two basic approaches to making a profit in food service segments and how this affects stakeholders.
7. Understand the difference between independent, corporate, and franchised owners in the hospitality industry.
8. Describe the four P's in a food service marketing mix.
9. Describe the current competitive conditions of the food service industry,
10. Describe the current competitive conditions of the hotel and lodging industries.
11. Understand and describe the difference between on-site and off-site food service operations and the management styles that work for each of these types of service.
12. List three common consumer concerns about health and nutrition that have an impact on planning food service operations.
13. Describe the food service industry's evolving use of technology in all areas of the operation.

14. Understand the basics of food service sanitation and safety.
15. Describe the different classifications of the hotels.
16. Describe the different customer types served by the hotel industry and how customer service is the most defining factor of the industry.
17. Identify the different departments and areas of the hotel and the relationships between them.
18. List the principal sources of income and expense according to the uniform system of accounts for hotels.
19. Understand the functions of the General Manager.
20. Understand the terms RevPAR, ADR, AOR, and GPS.
21. Describe the terms hotel ownerships, property management, branding, and franchise rights in the hotel industry.
22. Describe the important impact of tourism on local and national economies, and list the factors contributing to the growth of travel and tourism.
23. Identify current trends in travel and tourism.
24. List the economic and non-economic impacts of travel and tourism, both positive and negative.

### **STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES: Participation, Assignments, and Testing**

1. Students will be assessed based on coursework, and tests. Due to the online nature of this course, it is the student's responsibility to stay on task and complete assignments in a timely manner with little reminder as to due dates. Online courses require students to be responsible with their own time management and course outcomes. If there are questions, it is the student's responsibility to contact the instructor in a timely manner.
2. The quiz schedule and dates are included in the weekly schedule posted in introductory content area of Moodle shell. Quizzes will be written and given during a one week period. Grading will take place immediately after the quiz is complete. Makeup for a missed test is not offered unless faculty is notified and guidelines are identified for the individual situation before each test. Students may be able to make up a missed test for emergency situations such as sickness or required work activities, but must submit documented excused absences such as a Doctor note identifying excused dates or mandatory work related travel dates in a timely manner.
3. Due to the online nature of the course, grading will happen within a week of submitting your assignment. If an assignment is late, it will still be accepted, but in the following grading scale:
  - a. Within one week: students cannot receive more than 85%.
  - b. Two weeks late: students cannot receive more than 75%.
  - c. Three weeks late: students cannot receive more than 50%.
  - d. After three weeks late: work will not be accepted for a grade.

**It is also the student's responsibility to let the instructor know if the assignment was**

**submitted late, as the instructor will not be checking drop-boxes after the assigned deadline.**

4. Familiarity with Moodle (or review of Moodle tutorial), basic computer mouse and keyboarding skill recommended.

**Grading Scale:**

90 - 100 A  
80 - 89 B  
70 - 79 C  
60 - 69 D

**Evaluation Criteria:**

Quizzes: 40 pts  
Participation/Assignments: 30 pts  
Mid-Term Project: 15 pts  
Final Project: 15 pts

Total: 100 pts

**ACADEMIC INTEGRITY:**

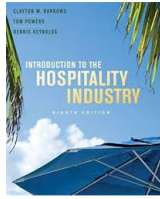
All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php).

**DISABILITY ACCOMMODATION:**

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text) or <http://www.umt.edu/dss>.

**REQUIRED TEXTBOOK:**

Barrows, C.W., Powers, T., Reynolds, D. Introduction to the Hospitality Industry, Eighth Edition, (2012). Wiley and Sons. (ISBN: 978-0-470-39916-3)



**SUPPLIES:** A USB jump drive is recommended for backing up student data and for file management project.

**CELL PHONE POLICY:** Cell phones must be turned off prior to class.

### **COURSE OUTLINE:**

#### **WEEK ONE:**

Chapter One—The Hospitality Industry and You

- What is Hospitality Management
- The Manager's Role in the Hospitality Industry
- Employment in the Hospitality Industry
- Globalization

#### **WEEK TWO:**

Chapter Two—Forces Affecting Growth and Change in the Hospitality Industry

- Managing Change
- Supply/Demand
- Workforce Diversity

#### **WEEK THREE:**

#### **QUIZ ONE**

Chapter Three—The Restaurant Business

- The Different Markets of the Restaurant Industry
- Pricing and the Restaurant
- Restaurants as Part of a Larger Business

#### **WEEK FOUR:**

Chapter Four—Restaurant Operations

- The Different Areas of the Restaurant
- Making a Profit
- Operating Costs and Expenses
- Labor

**WEEK FIVE:**

Chapter Five—Restaurant Industry Organization: Chain, Independent, or Franchise?

- Chain Restaurants
- Independent Restaurants
- Franchised Restaurants

**WEEK SIX:**

Chapter Six—Competitive Forces in Food Service

- Marketing Mix
- Competition within Other Industries

**WEEK SEVEN:**

Chapter Seven—On-Site Food Service

- Difference between On-Site and Commercial Food Services
- Self-Operated Facilities vs. Managed-Services Companies
- College/University Food Service
- Health Care Food Service
- School/Community Food Service
- Other Segments

**WEEK EIGHT:**

Chapter Eight—Issues Facing Food Service

- Consumer Concerns
- Food Service and the Environment
- Technology

Mid-Term Project Due

**WEEK NINE:**

**QUIZ TWO**

Chapter Nine—Lodging: Meeting the Guest Needs

- History of Lodging
- Classifications of Hotel Properties
- Types of Travelers
- Anticipating Guest Needs/Customer Service

**WEEK TEN:**

Chapter Ten—Hotel and Lodging Operations

- Major Functional Departments
- Rooms Side of the House
- Hotel Food and Beverage Operations
- Staff and Support Departments
- Income and Expense Patterns and Control

## **WEEK ELEVEN:**

### Chapter Eleven—Forces Shaping the Hotel Business

- The Economics of the Hotel Business
- Dimensions of the Hotel Investment Decision

## **WEEK TWELVE:**

### Chapter Twelve—Competition in the Lodging Business

- The Conditions of Competition
- Marketing Mix
- Product in a Segmented Market
- Price/Pricing Tactics
- Place and Location
- Promotion: Marketing Communication

## **WEEK THIRTEEN:**

### **QUIZ THREE**

### Chapter Thirteen—Tourism: Front and Center

- The Importance of Tourism
- Travel Trends
- The Economic Significance of Tourism
- Domestic and International Tourism

## **WEEK FOURTEEN:**

### Chapter Fourteen—Destinations: Tourism Generators

- Motives and Destinations
- Mass-Market Tourism
- Planned Play Environments
- Urban Entertainment Centers
- Temporary Attractions
- Natural Environments/Eco-Tourism

## **WEEK FIFTEEN:**

### Chapter Fifteen—The Role of Service in the Hospitality Industry

- What is Service?
- Rendering Personal Service
- Managing the Service Transaction
- Service Strategies

Final Project Due

### **QUIZ FOUR DURING FINALS WEEK**

